## REMARKS

Claim 16 has been canceled. Claims 2-4, 9, 10, 17, 19-21, and 23-25, and amended claims 1, 5-8, 11-15, 18 and 22 are in this application.

Claims 1-3, 5-15, 17-20 and 22-25 were rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,805,763 (Lawler et al.) in view of U.S. Patent No. 6,415,099 (Berger).

Each of independent claims 1, 5-8, 11-15, 18 and 22 has been amended herein. As a result and as an example, amended independent claim 1 now recites in part the following:

"in which the program attribute information includes at least genre information different from the program attribute name or names."

It is believed that the present application provides support for the features herein added to claim 1 (and to claims 5-8, 11-15, 18 and 22). With regard thereto and as an example, reference is made to line 21 of page 29 to line 4 of page 31 of the present application.

It is respectfully submitted that the combination of Lawler and Berger applied by the Examiner does not appear to disclose the above feature now recited in amended independent claim 1. That is, such combination of Lawler and Berger does not appear to specifically disclose "in which the program attribute information includes at least genre information different from the program attribute name or names" as now recited in claim 1. More specifically, in explaining the above 103 rejection with regard to claim 1, the Examiner appears to rely on Berger only for disclosing an escape keyword and appears

to rely on Lawler (and in particular Fig. 6 thereof) to disclose program attribute information. It is respectfully submitted that Fig. 6 of Lawler does not appear to disclose program attribute information which includes "at least genre information different from the program attribute name or names" as now recited in claim 1.

Accordingly, it is respectfully submitted that amended claim 1 is distinguishable from the applied combination of Lawler and Berger.

For reasons similar to those previously described with regard to claim 1, it is also respectfully submitted that amended independent claims 5-8, 11-15, 18 and 22 are also distinguishable from the applied combination of Lawler and Berger.

Claims 2, 3, 9, 10, 17, 19, 20, 23-25 are dependent from one of the amended independent claims. Accordingly, it is also respectfully submitted that dependent claims 2, 3, 9, 10, 17, 19, 20, and 23-25 are distinguishable from the applied combination of Lawler and Berger for at least the reasons previously described.

Claims 4 and 21 were rejected under 35 U.S.C. 103(a) as being unpatentable over Lawler et al. and Berger as applied to claim 1 above, and further in view of U.S. Patent No. 6,636,688 (Otana).

Claims 4 and 21 are dependent from one of the amended independent claims. Accordingly, it is also respectfully submitted that dependent claims 4 and 21 are distinguishable from the applied combination of Lawler and Berger for at least the reasons previously described. The Examiner does not appear to rely on Otana to overcome the above-described deficiencies of Lawler. Accordingly, it is also respectfully submitted that dependent claims 4 and 21 are distinguishable from the applied combination of Lawler, Berger and Otana.

As it is believed that all of the rejections set forth in the Official Action have been overcome, favorable reconsideration and allowance are earnestly solicited. If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that the Examiner telephone applicants' attorney at (908) 654-5000 in order to overcome any additional rejections and/or objections which the Examiner might have.

If there are any charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: January 11, 2010

Respectfully submitted,
Electronic signature: /Dennis M.
Smid, Esq./
Dennis M. Smid, Esq.
Registration No.: 34,930
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP
600 South Avenue West
Westfield, New Jersey 07090
(908) 654-5000
Attorney for Applicant(s)